

CONTRACT

WISH
1950 N. Meridian St.
Indianapolis, IN 46202
(317) 923-8888

And:

Perkins Nichols Media
6330 East Seventy Fifth Street
Suite 144
Indianapolis, IN 46250
USA

<u>Contract / Revision</u> 218354 /		<u>Alt Order #</u>
<u>Product</u> General Election		
<u>Contract Dates</u> 10/31/12 - 11/06/12		<u>Estimate #</u>
<u>Advertiser</u> POL/Senate Majority Campaign Committee		<u>Original Date / Revision</u> 10/29/12 / 10/29/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WISH	<u>Account Executive</u> David Copple	<u>Sales Office</u> Indy Local Sales
<u>Special Handling</u>		
<u>Demographic</u> Adults 50+		
		<u>Total Ratings</u> 34.60
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u> IN348		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WISH	11/01/12	11/02/12	CBS This Morning @8	8-9a		:30				NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	---TF--				1	\$150.00	2.10			
N 2	WISH	11/01/12	11/06/12	Noon News	1158a-1230p		:30				NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	---TF--				1	\$650.00	6.50			
Week:		11/05/12	11/11/12	MT-----				1	\$650.00	6.50			
N 3	WISH	10/31/12	11/02/12	News 8 @5p	5-530p		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	--WTF--				1	\$600.00	6.50			
N 4	WISH	11/05/12	11/06/12	News 8 @ 530p	530-6p		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----				1	\$600.00	6.50			
N 5	WISH	11/05/12	11/06/12	News 8 @6	558-630p		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----				1	\$600.00	6.50			
Totals										34.60		6	\$3,250.00

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/06/12	6	\$3,250.00	\$2,762.50
Totals	6	\$3,250.00	\$2,762.50

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Buy Detail Report

Date: 10/29/20

Client: Indiana Senate Majority Campaign
Media: TV
Product: General Election
Primary Demo: Adults 50+
Flight Start Date: 10/31/2012
Flight End Date: 11/6/2012
Buyer: Bill Perkins

Vendor: WISH
1950 N. Meridian Street
Indianapolis, IN 46206
David Copple

Bill To: INDIANAPOLIS
6330 e 75TH St ste 144
Indianapolis, IN 46250
Phone: 317 585 0000
Fax: 317 585 0010

Affiliation: CBS

Line No	Daypart	COST	NET CST	Wks Dur	Wed 10/31	Total Spots	Adults 50+ RTG CPP	Adults 35+ RTG CPP	Men 25-54 RTG CPP
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Indianapolis Nov11 DMA Nielsen Live+3

WISH-TV

1	W-F,M-Tu 8a-9a EARLY SHW2-CBS<	\$150.00	\$127.50	30	1	1	2.1 \$71.43	1.4 \$107.14	0.4 \$375.00
2	W-F,M-Tu 12n-12:30p NWS 8 AT NOON<	\$650.00	\$552.50	30	2	2	6.5 \$100.00	4.7 \$138.30	1.2 \$541.67
3	W-F,M-Tu 5p-5:30p NEWS 8 AT 5.00<	\$600.00	\$510.00	30	1	1	5.0 \$85.00	3.6 \$117.55	1.5 \$460.42
4	W-F,M-Tu 5:30p-6p NEWS 8 AT 5.30<	\$600.00	\$510.00	30	1	1	6.0 \$100.00	4.2 \$142.86	1.6 \$375.00
5	W-F,M-Tu 6p-6:30p NEWS 8 AT 6.00<	\$600.00	\$510.00	30	1	1	6.0 \$100.00	4.3 \$139.53	1.8 \$333.33

Total Spots:	6	Total GRP/GIMP(000):	32.1	Total CPP/CPM:	
Total Cost:	\$3,250.00		\$2,762.50		\$101.25
NOV 12	\$3,250.00		\$2,762.50		\$120.63
Total					\$358.77

Hand Copied 10/29

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐

FEDERAL CANDIDATE

☒

STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:

WISH-TV, Indianapolis

Date:

10/29/12I, BILL PERKINSbeing/on behalf of: SCOTT SCHNEIDER, a legallyqualified candidate of the REPUBLICAN politicalparty for the office of: STATE SENATORin the GENERALelection to be held on: NOVEMBER 6, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
:30	6a-630p	W-F, M-Tu	—	4x	1wk

Total Charges:

\$3,250⁰⁰NET

WISH-TV - Indianapolis
Scott Schneider
10/31-11/5/12

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

INDIANA REPUBLICAN SENATE MAJORITY CAMPAIGN COMMITTEE

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

TOM WYSS

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

10/29/12
Date

[Signature]
Signature

To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected

[Signature]
Signature

DAVID COPPLE
Printed Name

ACCOUNT EXECUTIVE
Title

Order #218354: Perkins Ni../POL/Senate../General El../



Spot	Channel	Spot Status	Air Date	Day	Times	Air Time	Ad-ID	Internal Rate
[1]	WISH	Displaced	11/01/12	Th	1158a-123i			\$650.00
[1]	WISH	Placed	11/02/12	F	5-530p	5:29 PM		\$600.00
[1]	WISH	Placed	11/02/12	F	8-9a	8:38 AM		\$150.00
[1]	WISH	Displaced	11/05/12	M	530-6p			\$600.00
[1]	WISH	Displaced	11/06/12	Tu	558-630p			\$600.00
[1]	WISH	Displaced	11/06/12	Tu	1158a-123i			\$650.00

[Sorted by: Air Date]